

## PUBLIC OPINION RESEARCH INDIVIDUAL PLAN

This Public Opinion Research (POR) Individual Project Planning Template is intended to facilitate information sharing for projects requiring Deputy Head approval. The template is for both **contracted POR** and **significant non-contracted POR**<sup>1</sup> that is to be conducted with internal resources. Please refer to the Directive on the Management of Communications for more information.

Draft plans must be sent to the two following organizations before requesting Deputy Head approval:

- the Communications and Consultations Secretariat at Privy Council Office (PCO)
- the Public Opinion Research Directorate at Public Services and Procurement Canada (PSPC)

Once a plan has been reviewed and approved by the Deputy Head, an electronic version of the signed copy should be sent to your advisors at PCO and PSPC.

For assistance or advice at any stage of your project, please contact the Public Opinion Research Directorate (PORD).

### Summary Public Opinion Research Project

<b>Project Title</b>	Attitudes Towards the Communications Security Establishment (CSE)
<b>Project Overview and Research Objectives</b>	As the first Public Opinion Research project ever undertaken by the CSE, this research project is intended to establish a baseline measurement of knowledge, attitudes and behaviours of Canadians with respect to the CSE, both in terms of its mandate and activities, and in terms of recruitment initiatives.
<b>Information Needs</b>	Information needs are as follows: <ul style="list-style-type: none"> <li>- Establish a baseline measurement of views towards CSE in order to help measure the success of future communications initiatives.</li> <li>- Better understand the public's awareness and attitudes towards CSE to help shape communications strategies.</li> <li>- Explore awareness and views of career opportunities to help guide recruiting marketing strategies.</li> </ul>
<b>Rationale and Intended Use of Research<sup>2</sup></b>	The results of this research will be used to: <ul style="list-style-type: none"> <li>- Shape communications strategies, and provide a baseline measurement to help measure their success.</li> <li>- Shape recruitment marketing strategies, and provide a baseline measurement to help measure their success.</li> </ul>
<b>Target Audience</b>	All Canadians; over sample of technical professionals (science, technology, engineering and math).
<b>Proposed Methodology</b>	Random digit dialing telephone survey
<b>Projected Timeframe</b>	Contracted by Feb-17. Fieldwork completed by 31-Mar-17. Report in Apr-17
<b>Single or Multi-year Project</b>	Single year project. Separate tracking studies may follow.
<b>Use of Internal Resources (Y/N)</b>	Project will be contracted.
<b>Partnerships and Resources Involved</b>	Results will be shared with CSIS
<b>Maximum Budget (including taxes)</b>	\$84,750 (including HST)

- public report?

Still not multi?   
 - CSIS done this?   
 - Timing - part remains?   
 - pre leg?

## Contact Information:

Deputy Head	Greta Bossenmaier, Chief, Communications Security Establishment
Head of Communications	<b>Dominic Rochon</b> Deputy Chief, Policy and Communications
Public Opinion Research	Anda Carabineau
Departmental Coordinator	
Project manager	


Recommended By:

Approved By:

s.15(1) - DEF

  
 Head of Communications

Jan 20/2017  
 Date

  
 Deputy Head

Feb 6<sup>th</sup>, 2017  
 Date

<sup>1</sup> As per the Directive on the Management of Communications a public opinion research is deemed to be significant when the project:

- supports legislation, regulations or litigation;
- supports government or departmental priorities;
- addresses the development of new government policies, programs, services or initiatives;
- touches on issues that are of high public interest or sensitivity; or
- relates to any other important of high risk issue.

<sup>2</sup> **Rationale and Intended Use of Research** include a clear statement of the need for undertaking the projects against criteria developed by the Treasury Board of Canada Secretariat. It should include information on the:

- Manner in which research is prescribed by legislative, policy, evaluation or litigation requirement
- Manner in which research supports government or departmental priorities
- Manner in which research findings will benefit Canadians
- Alternate approaches and information sources considered and reasons for their unsuitability
- Risks associated with information gathering and dissemination
- Risks associated with failure to secure information